M. Johnston
Easy Listening
2/25

1 In the Mood (Band 1)
2 It Happens Every Spring
3 Irresistible You
4 It's All in the Game
5 Ivy
6 Moonlight in Vermont
7 Because of You (Sides 1 + 2)
8 You're Mine You
9 I'd Never Forgive Myself
10 Pinky
11 Sentimental Me
12 There in the Stall
13 Put Yourself in My Place, Baby
They Can't Take —
14 Invitation - Percy Faith

Good Show! H.S.

STUDENTS! MAKE $25.00

WRITE A LUCKY STRIKE JINGLE!

Here's your chance to make yourself $25. Just write a 4-line Lucky Strike jingle, based on the fact that Luckies are made better to taste better.*

Then, if we select your jingle, we'll pay you for the right to use it, together with your name, in Lucky Strike advertising.

Here are some sample jingles:

I've heard the same in every class -
In history, psych, and ec -
For cleaner, fresher, smoother smokes,
It's Lucky Strike, by heck!

I like a better-tasting smoke
And mildness counts with me.
So when I buy I keep in mind
That L.S./M.F.T!

Study these sample jingles. Then get the gang together, break out the rhyming dictionary, and start writing. It's fun!

Hint - if you can sing your jingle, it's a good one!

Hint - the more jingles you write, the more money you have a chance of making.

Hint - be sure to read all the instructions!

HERE ARE THE INSTRUCTIONS

1. Write your Lucky Strike jingle on a plain piece of paper or post card and send it to Happy-Go-Lucky, P. O. Box 83, New York 46, N. Y. Be sure that your name, address, college and class are included - and that they are legible.
2. Base your jingle on any qualities of Luckies. "Luckies are made better to taste better," is only one. (See "Tips to money-makers.")
3. Every student of any college, university or post-graduate school may submit jingles.
4. You may submit as many jingles as you like. Remember, you are eligible to earn more than one $25 award.

*TIPS TO MONEY-MAKERS

To write a winning Lucky Strike jingle, you're not limited to "Luckies are made better to taste better." Use any other sales points on Lucky Strike such as the following:

L.S./M.F.T.
Lucky Strike means fine tobacco
Luckies' cigarette-tearing demonstration
Luckies taste cleaner, fresher, smoother
Be Happy -- Go Lucky
So round, so firm, so fully packed
So free and easy on the draw
Buy Luckies by the carton
Luckies give you deep-down smoking enjoyment

Yes, for more real, deep-down smoking enjoyment,
Be Happy -- Go Lucky! Make your next carton

LUCKY STRIKE!

The American Tobacco Company